

**HERE'S YOUR
ROADMAP.**

**AVAILABLE IN
HARDCOVER, DIGITAL
AND DIGITAL AUDIO.**

WWW.TWISTIMAGE.COM/BLOG

THE WORLD ~~IS CHANGING.~~
HAS CHANGED.



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**THERE'S ONLY ONE QUESTION: DO YOU
WANT TO BE EMPLOYABLE IN THE NEXT 5
YEARS?**

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**THE FOLLOWING WILL HELP YOU
UNDERSTAND HOW MUCH EVERYTHING HAS
CHANGED...**



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**GOOGLE'S ADVERTISING REVENUE IS
BIGGER THAN THAT OF THE ENTIRE U.S.
PRINT INDUSTRY.**

SOURCE: BUSINESS INSIDER

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2/3 OF APPLE'S REVENUE COMES FROM
PRODUCTS IT RELEASED AFTER 2007.

SOURCE: INTERESTING SNIPPETS

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**AMAZON'S ANNUAL REVENUE IS GREATER
THAN HALF OF THE WORLD'S GDPs.**

SOURCE: PC MAGAZINE

ctrlaltddeletebook.com



AMAZON HAS ENOUGH WAREHOUSE SPACE
TO FILL OVER 700 MADISON SQUARE
GARDENS.

SOURCE: BUSINESS INSIDER

ctrlaltddeletebook.com



AMAZON OWNS MORE NORTH AMERICAN E-COMMERCE THAN OFFICE DEPOT, STAPLES AND DELL COMBINED.

SOURCE: PC MAGAZINE

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12%

**OF PEOPLE DON'T BELIEVE
THEIR COMPANIES ARE
KEEPING UP WITH THE
CHANGING LANDSCAPE OF
BUSINESS**

SOURCE: CTRL ALT DELETE USER SURVEY

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**IN 1999: 38 MILLION PEOPLE HAD
BROADBAND INTERNET. TODAY: 1.2 BILLION
HAVE IT ON THEIR MOBILE PHONES.**



FACEBOOK HAS NEARLY HALF OF ITS 150
MILLION DAILY VISITS FROM MOBILE.

SOURCE: CONSTANT CONTACT

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MORE PEOPLE HAVE A MOBILE
SUBSCRIPTION SERVICE THAN ACCESS TO
SAFE DRINKING WATER AND ELECTRICITY
IN OUR WORLD TODAY.

SOURCE: BUSINESS INSIDER

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74%

**OF BUSINESSES DON'T
HAVE A PLAN TO STAY
COMPETITIVE IN THE NEW
MOBILE WORLD.**

SOURCE: CTRL ALT DELETE USER SURVEY

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KICKSTARTER HAS HELPED LAUNCH OVER
98,000 NEW PROJECTS AND RAISED \$521
MILLION IN JUST 4 YEARS.

SOURCE: KICKSTARTER

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KICKSTARTER RAISED MORE MONEY FOR
BUSINESSES IN THE ARTS THAN THE
NATIONAL ENDOWMENT FOR THE ARTS
LAST YEAR.

SOURCE: POLICYMIC

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14%

**OF BUSINESSES ARE NOT
PREPARED TO DEAL WITH
THE SPEED OF TODAY'S
COMPETITIVE LANDSCAPE.**

SOURCE: CTRL ALT DELETE USER SURVEY

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WELCOME TO BUSINESS PURGATORY



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243

**RETAIL BRANDS HAVE GONE OUT OF
BUSINESS IN THE LAST 5 YEARS.**

SOURCE: RETAIL RESEARCH

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48

THE AVERAGE CMO TENURE IS NOW 48 MONTHS.

SOURCE: FORBES

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THE AVERAGE POST FROM A FACEBOOK BRAND PAGE ONLY REACHES 16% OF FANS

SOURCE: THE NEXT WEB

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200+

MILLION TABLETS WILL BE SOLD IN 2013

SOURCE: ENDERS ANALYSIS

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100+

INSTAGRAM HAVE 100 MILLION+ ACTIVE MONTHLY USERS

SOURCE: INSTAGRAM

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59%

OF INTERBRAND'S TOP 100 BRANDS ARE ON INSTAGRAM

SOURCE: SIMPLY MEASURED

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77%

OF SMARTPHONE USERS ACCESSED LOCAL CONTENT IN 2012

SOURCE: LOCAL SEARCH ASSOCIATION

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81%

OF U.S. ONLINE CUSTOMERS TRUST INFORMATION AND ADVICE FROM PINTEREST

SOURCE: BLOGHER

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14.3

TRILLION WEBPAGES ARE LIVE ON THE INTERNET

SOURCE: WORLDWIDEWEBSIZE.COM

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23.1%

OF U.S. INTERNET TRAFFIC COMES FROM MOBILE DEVICES

SOURCE: WALKER SANDS

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REDDIT HAS 62.3 MILLION UNIQUE VISITORS PER MONTH AND SERVES UP 4.4 BILLION PAGEVIEWS PER MONTH. USERS SPEND 39 MINUTES ON SITE PER SESSION.

SOURCE: BUSINESS INSIDER

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REDDIT HAS 22 EMPLOYEES.

SOURCE: BUSINESS INSIDER

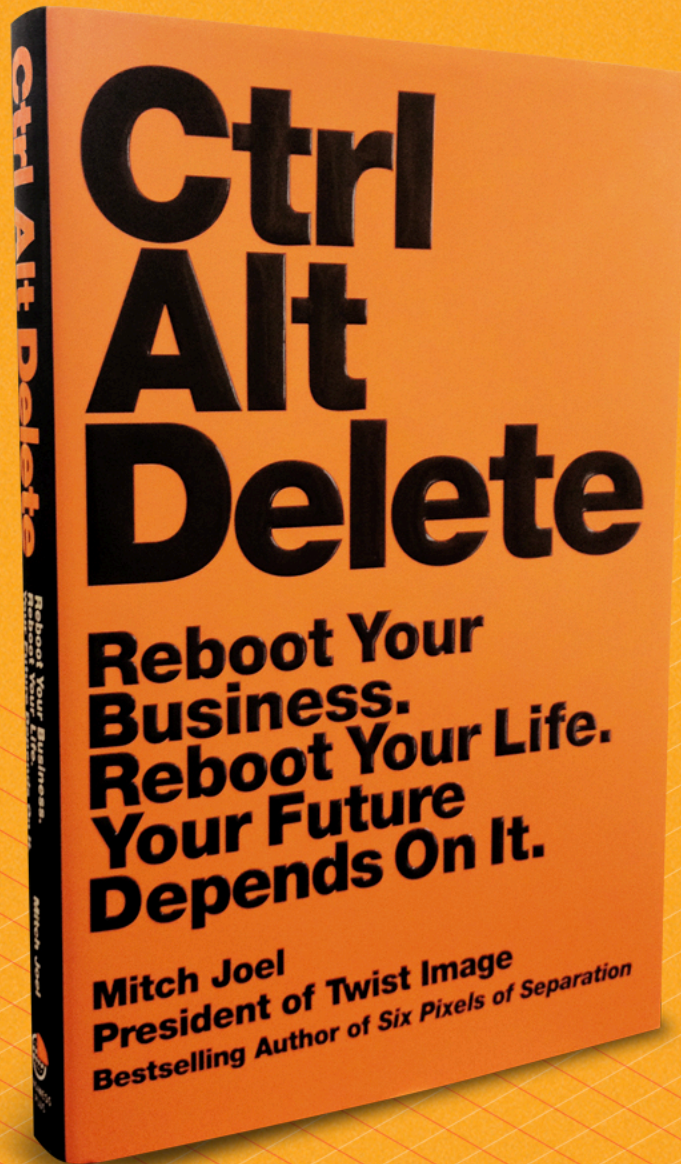
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